



**SALISBURY TOURISM AUTHORITY
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SALISBURY TOURISM AND CULTURAL DEVELOPMENT COMMISSION**

Minutes
June 27, 2012

The Salisbury Tourism and Cultural Development Commission met at the Gateway Building, 204 East Innes Street, second floor, at 11:30 a.m. for their regular meeting and joint meeting of the Rowan County TDA and STCDC.

STCDC: Bill Burgin, Randy Hemann, Mark Lewis, Michelle Patterson, Krista Osterweil, Barbara Perry

Absent: Boris Bunich, Brian Miller, David Redden

Rowan TDA: Raymond Coltrain, Millie Cress, Steve Hall, Jeannie Moore, Wes Thompson, Andrew Waters

Staff representatives: James Meacham (RCCVB), Diana Moghrabi (STCDC Secretary), Joe Morris (COS Staff Liaison), John Sofley (Treasurer), Lesley Pulliam (RCCVB), Gail Elder White

WELCOME AND OPENING REMARKS

Mark Lewis brought the STCDC meeting to order. Minutes of the June 13, 2012, STCDC meeting were approved as submitted.

PUBLIC HEARING

The chair opened a public hearing for the 2012-2013 STCDC Budget; there were no public comments. Bill Burgin made a MOTION to approve the budget as received. Barbara Perry seconded the motion with all members VOTING AYE. (6-0)

MEMORANDUM OF UNDERSTANDING (Memorandum of Understanding)

The Chair recommended changing the date from 2011-2012 on the previous Memorandum of Understanding between the Salisbury Tourism and Cultural Development Commission and the Rowan County TDA/CVB to 2012-2013—correcting a typo in a numbering sequence in the fourth paragraph. Bill Burgin made a MOTION to accept this recommendation with all members VOTING AYE. (6-0)

James Meacham will provide a copy of the final signed agreement to the secretary.

INTERLOCAL AGREEMENT

This agreement is by and between the City of Salisbury, (“City”), a North Carolina body politic, the Salisbury Tourism Development Authority, (“Salisbury Tourism”), a North Carolina Public Authority and the Rowan County Tourism Development Authority (“Rowan Tourism”), a North Carolina Public Authority.

City Council voted to add 2 percent simple interest to the financing, so the agreement was amended. John explained that, typically, a payment would be due one year from acceptance. A first payment to the principle can be made the first year and then bill the following year for interest and the next installment.

Sources of revenue for the trolleys will include the operation of the trolleys, sponsorships, and the sale of the existing trolleys.

Randy Hemann made a MOTION to adopt the Interlocal Agreement with the 2 percent amendment. Bill Burgin seconded the motion with all members VOTING AYE. (6-0) Later, the Rowan County Tourism Development Authority also voted to adopt the Interlocal Agreement. Copies were immediately available for signature and are on file with the secretary and the City Clerk.

DOWNTOWN HOLIDAY DECORATIONS

June 18, 2012, the subcommittee met to discuss the downtown holiday decorations. Minutes of that meeting were made available. The committee met again prior to this meeting on this day. Minutes will be made available at a later date.

Three samples of wreaths have been installed in front of the Empire Hotel on South Main Street for the purpose of committee discussion. Joe Morris and Mark Lewis will present the committee findings to City Council and see what City Council would be willing to commit to regarding the decorations. The Salisbury Tourism and Cultural Development Commission is willing to purchase the decorations, but the storage and install/uninstall is something the committee hopes the City will be willing to provide.

MARKETING

- The Joint TDAs and the RCCVB launched the **Get Real–Go Real Marketing Campaign** June 15 which will run through the end of August. It is an integrated marketing campaign with radio and digital platforms. It incorporates Pinterest, Facebook and Twitter. An in-depth report will be provided in August, 2012. Staff is integrating Gold Hill in with “our” platforms.
- **The Norfolk Southern Heritage Locomotive Event** will be at the North Carolina Transportation Museum July 3 and 4, 2012. About 400 rooms have already been generated from this train aficionado event. The RCCVB is providing a booth on the site that week to service visitors.
- **Arts Night Out** was very successful and well attended. The event was a true destination experience.
- **The Rowan Arts Council** had their first strategic planning session Tuesday, June 26.
- **Crossroads Classic** will be here in August; things are ready.
- **Mobile Web Site** launches June 28, 2012.
- There will be full page ads in *Our State Magazine* in June and July, 2012.
- There will be a new section in the RCCVB Web Site for Downtown Salisbury and another for Gold Hill. There will be the addition of Pinterest (image bulletin board for sharing experiences) and Twitter.

Andrew Waters has been appointed as the next Joint Marketing Committee Chair.

ROWAN ARTS COUNCIL

The North Carolina Arts Council required the RAC, as part of their re-structuring, to go through a strategic planning session with a state-approved consultant. They met June 26, 2012. Barbara Perry reported that it was three hours and very interactive. The consultant said the Arts Council model that everyone has been operating under is a “dead” model. It is important to be outwardly focused. RAC is successful if arts and culture are flourishing in Salisbury/Rowan County.

MASTER PLAN

Executive Summaries were distributed to the members and reviewed. This will be a guideline as we move forward. The first three years are pretty specific. Full copies of the plan are going to be brought to future meetings by staff when necessary.

STCDC. Randy Hemann made a MOTION to adopt the master plan as presented; Barbara Perry seconded the motion with all STCDC members VOTING AYE. (6-0)

RCTDA. Jeannie Moore made a MOTION to adopt the master plan as presented; Wes Thompson seconded the motion with all Rowan County TDA members VOTING AYE.

COMMITTEE ON RE-STRUCTURING

James Meacham addressed the implementation section of the master plan on page 33. Attention was drawn to years 1-3 and the administrative structure, staffing structure, and the visitor centerpiece. Meacham read from the plan the lines “For success, the relationship between the authorities should be lasting and should provide confidence for the destination. The structure needs to be sustainable.”

There was a discussion on 501(c)(6) with the realization that this is an older model. Under this model, there is concern for the employee benefits—employees are taken off of a defined benefit plan and put on a defined contribution plan. Randy said that the staff should have the tools to do the job. John Sofley emphasized this is about the structure and not about saving money.

The board chairs will appoint 4 or 5 members (keep the committee under 10 members) each to an implementation committee. That committee will bring their findings back to the full board(s). James recommended that Andrew Waters be a part of the committee to represent marketing.

Staff provided a handout titled, “Salisbury-Rowan County Convention and Visitors Bureau: Data Report-Visitor Traffic Analysis.” This handout is attached to the end of these minutes. Most people who do come to the visitor center are looking for a restroom. As part of a national trend, traffic to the facility has dropped. There are individuals that believe that, even with the virtual/digital aspect of tourism, there still needs to be a place for visitors to come.

There has been discussion centered on the Gateway Building and the future location of the Salisbury-Rowan County Convention and Visitor Bureau. The Gateway lease is coming up for renewal soon and the RCCVB is looking into the concept of a move to the Plaza, 100 W. Innes Street, in an effort to meet the challenge to “do more with less.” DSI is currently located at the Plaza and will continue to maintain a location on the second floor.

Mark Lewis, Michelle Patterson, and James Meacham will meet with the Chamber of Commerce Board of Directors to communicate on the matter.

If the Visitor Center is relocated, it will impact the wayfinding signage.

WRAP UP

Michelle Patterson received a plaque thanking her for her service to the RCTDA; Michelle has been on the Rowan County TDA Board since August 2008 and her term expires July 31, 2012. Mark Lewis will be stepping down as chairman of the STCDC; he will be president of DSI in the coming year and continue to serve as a member of the STCDC. STCDC chair next year will be Bill Burgin and vice Chair will be Barbara Perry. Krista Osterweil will serve as chair the Rowan County TDA.

ADJOURNMENT

The STCDC meeting adjourned.

There will be no meeting in July. The next full STCDC meeting is Wednesday, August 8, 2012, at 11:30 a.m. at the Gateway Building, 204 East Innes Street, on the second floor.

Respectfully submitted,

Diana Moghrabi